CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

Field	Value
Contract / Revision	344324 /
Alt Order #	
Product	**Political**
Contract Dates	**10/30/12 - 11/06/12**
Estimate #	
Advertiser	**MENENDEZ FOR SENATE**
Original Date / Revision	10/26/12 / 11/05/12
Billing Cycle	EOM/EOC
Billing Calendar	Broadcast
Cash/Trade	Cash
Station	**WCAU**
Account Executive	Aaron Zeligson
Sales Office	Philadelphia NS
Special Handling	
Demographic	RA35+
IDB#	
Advertiser Code	
Product Code	
Agency Ref	42907
Advertiser Ref	16339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU LUR	10/30/12	11/02/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	-TWTF--	:30	4	$175.00	NM	4	$700.00
N 2	WCAU LUR	10/30/12	11/02/12	6A-7A M-F	6A-7A M-F	-TWTF--	:30	4	$600.00	NM	4	$2,400.00
N 3	WCAU CDR	10/30/12	11/02/12	7A-9A TODAY SHOW	7A-9A M-F	-TWTF--	:30	6	$1,500.00	NM	6	$9,000.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
4	*WCAU*	*10/30/12-11/02/12*	*7A-9A TODAY SHOW*	*7A-9A M-F*	-TuWThF----	*:30*	~~*$1,500.00*~~	*NM*
	See MG 3.7	NA-NOT AVAILABLE						
7	WCAU	11/05/12-11/05/12	7A-9A TODAY SHOW	7A-9A M-F	M----------	:30	$1,500.00	NM
Ⓜ	MG for 3.4 11/02							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 4	WCAU CDR	11/03/12	11/03/12	10-1030A SA OPEN HSE	10-1030A	-----S-	:30	1	$225.00	NM	1	$225.00
N 5	WCAU LUR	11/03/12	11/03/12	6A-7A SATURDAY	6A-7A SA	-----S-	:30	1	$225.00	NM	1	$225.00
N 6	WCAU CDR	11/03/12	11/03/12	7A-9A SATURDAY	7A-9A SA	-----S-	:30	1	$650.00	NM	1	$650.00
N 7	WCAU CDR	11/03/12	11/03/12	9A-10A SATURDAY	9A-10A SA	-----S-	:30	1	$650.00	NM	1	$650.00
N 8	WCAU CDR	11/04/12	11/04/12	6A-8A SUNDAY	6A-8A SU	------S	:30	1	$175.00	NM	1	$175.00
N 9	WCAU CDR	11/04/12	11/04/12	8-10A SUNDAY	758A-956A SUND/	------S	:30	1	$575.00	NM	1	$575.00
N 10	WCAU LUR	11/04/12	11/04/12	1130A-12P SUN @ ISSUE	1130A-12P	------S	:30	1	$100.00	NM	1	$100.00

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10/30/12 - 11/06/12	Political	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	10/26/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 11	WCAU LUR	11/04/12	11/04/12	10A-1030A SUN CHRIS MTT	10A-1030A SU	------S	:30	1	$1,000.00	NM	1	$1,000.00
N 12	WCAU CDR	10/30/12	11/02/12	9A-10A TODAY SHOW 2	9A-10A M-F	-TWTF--	:30	4	$525.00	NM	4	$2,100.00
N 13	WCAU CDR	10/30/12	11/02/12	3P-4P M-F ELLEN	3P-4P M-F	-TWTF--	:30	4	$775.00	NM	5	$3,100.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*10/30/12-11/02/12*	*3P-4P M-F ELLEN*	*3P-4P M-F*	-TuWThF----	*:30*	~~*$775.00*~~	*NM*
	See MG 13.6 DNA-NEWS SPL REPORT							
2	*WCAU*	*10/30/12-11/02/12*	*3P-4P M-F ELLEN*	*3P-4P M-F*	-TuWThF----	*:30*	~~*$775.00*~~	*NM*
	See MG 13.5 PREEMPT-PROGRAM CHANGE							
5	WCAU	10/30/12-11/02/12	5A-5A ALL DAY STORM CO\	5A-5A	-TuWThF----	:30	$775.00	NM
Ⓜ	MG for 13.2 10/30							
6	*WCAU*	*11/05/12-11/05/12*	*3P-4P M-F ELLEN*	*3P-4P M-F*	M----------	*:30*	~~*$775.00*~~	*NM*
Ⓜ	*See MG 13.7,13.8* NA-NOT AVAILABLE							
7	WCAU	11/06/12-11/06/12	11A-12P NBC10 NEWS@11	11A-12P	-Tu--------	:30	$250.00	NM
Ⓜ	MG for 13.6 11/05							
8	WCAU	11/06/12-11/06/12	9A-10A TODAY SHOW 2	9A-10A M-F	-Tu--------	:30	$525.00	NM
Ⓜ	MG for 13.6 11/05							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 14	WCAU LUR	10/30/12	11/02/12	4P-5P NBC10 NEWS	4-5P M-F	-TWTF--	:30	5	$400.00	NM	5	$2,000.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
2	*WCAU*	*10/30/12-11/02/12*	*4P-5P NBC10 NEWS*	*4-5P M-F*	-TuWThF----	*:30*	~~*$400.00*~~	*NM*
	See MG 14.6 DNA-NEWS SPL REPORT							
6	WCAU	11/02/12-11/02/12	4P-5P NBC10 NEWS	4-5P M-F	------F----	:30	$400.00	NM
Ⓜ	MG for 14.2 10/31							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 15	WCAU CDR	10/30/12	11/02/12	5-6P NBC10 NEWS @ 5 M-I	5-6P M-F	-TWTF--	:30	4	$950.00	NM	4	$3,800.00
N 16	WCAU CDR	10/30/12	11/02/12	6P-630P NBC10 NEWS	6P-630P M-F	-TWTF--	:30	4	$1,150.00	NM	4	$4,600.00
N 17	WCAU CDR	11/03/12	11/04/12	6P-630P NEWS SAT	6P-630P	-----S-	:30	1	$950.00	NM	1	$950.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*11/03/12-11/04/12*	*6P-630P NEWS SAT*	*6P-630P*	-------Sa--	*:30*	~~*$950.00*~~	*NM*
	See MG 17.2 NA-PGM NOT SCHEDULED							
2	WCAU	11/03/12-11/04/12	6P-630P SU NEWS AT 6P	6P-630P SU	---------Su	:30	$950.00	NM
Ⓜ	MG for 17.1 11/03							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 18	WCAU CDR	10/30/12	11/04/12	630-7p Nightly News	630-7p	-TWTFSS	:30	1	$2,000.00	NM	1	$2,000.00

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10/30/12 - 11/06/12	Political	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATI	10/26/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 19	WCAU CDR	10/30/12	11/04/12	730P-8P M-F	730P-8P M-F	-TWTF--	:30	4	$1,300.00	NM	8	$5,100.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*10/30/12-11/04/12*	*730P-8P M-F*	*730P-8P M-F*	-TuWThF----	*:30*	~~*$1,300.00*~~	*NM*
	See MG 19.5,19.6,19.7 PREEMPT							
5	*WCAU*	*11/03/12-11/03/12*	*7-8P NBC10 NEWS AT 7P*	*7P-8P*	-------Sa--	*:30*	~~*$1,150.00*~~	*NM*
Ⓜ	*See MG 19.8,19.9,19.10* DNA-SPORTS OVERRUN							
6	WCAU	11/04/12-11/04/12	530-6A WSJ	530-6A WSJ	---------Su	:30	$50.00	NM
Ⓜ	MG for 19.1 11/01							
7	WCAU	11/04/12-11/04/12	1130A-12P SUN @ ISSUE	1130A-12P	---------Su	:30	$100.00	NM
Ⓜ	MG for 19.1 11/01							
8	WCAU	11/05/12-11/05/12	JIMMY FALLON SHOW	1237A-136A	M----------	:30	$375.00	NM
Ⓜ	MG for 19.5 11/03							
9	*WCAU*	*11/05/12-11/05/12*	*TONIGHT SHOW W/JAY LEI*	*1135P-1237A*	M----------	*:30*	~~*$750.00*~~	*NM*
Ⓜ	*See MG 19.11,19.12,19.13* NA-NOT AVAILABLE							
10	*WCAU*	*11/05/12-11/05/12*	*VARIOUS/ OVERNIGHT*	*2a-5a M-SU*	M----------	*:30*	~~*$25.00*~~	*NM*
Ⓜ	*Credited* PREEMPT-DUE INVENTORY							
11	WCAU	11/06/12-11/06/12	11A-12P NBC10 NEWS@11	11A-12P	-Tu--------	:30	$250.00	NM
Ⓜ	MG for 19.9 11/05							
12	WCAU	11/06/12-11/06/12	10A-11A TODAY SHOW 3	10A-11A M-F	-Tu--------	:30	$425.00	NM
Ⓜ	MG for 19.9 11/05							
13	*WCAU*	*11/05/12-11/05/12*	*430-5A NBC10 NEWS @ 43(*	*430A-5A*	M----------	*:30*	~~*$75.00*~~	*NM*
Ⓜ	*Credited* PREEMPT-DUE INVENTORY							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 20	WCAU CDR	10/30/12	11/04/12	11-1135P M-F LATE NEWS	11P-1135P	-TWTF--	:30	3	$2,400.00	NM	5	$7,200.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*10/30/12-11/04/12*	*11-1135P M-F LATE NEWS*	*11P-1135P*	-TuWThF----	*:30*	~~*$2,400.00*~~	*NM*
	See MG 20.4,20.5,20.6 PREEMPT-PROGRAM CHANGE							
3	*WCAU*	*10/30/12-11/04/12*	*11-1135P M-F LATE NEWS*	*11P-1135P*	-TuWThF----	*:30*	~~*$2,400.00*~~	*NM*
	See MG 20.7 NA-NOT AVAILABLE							
4	WCAU	11/01/12-11/02/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	----ThF----	:30	$175.00	NM
Ⓜ	MG for 20.1 11/01							
5	WCAU	11/03/12-11/03/12	6A-7A SATURDAY	6A-7A SA	-------Sa--	:30	$225.00	NM
Ⓜ	MG for 20.1 11/01							
6	WCAU	11/04/12-11/04/12	LATE NEWS SU	11-1235A	---------Su	:30	$2,000.00	NM
Ⓜ	MG for 20.1 11/01							
7	*WCAU*	*10/30/12-11/04/12*	*11-1130P LATE NEWS SAT*	*11-1130P*	-------Sa--	*:30*	~~*$2,400.00*~~	*NM*
Ⓜ	*See MG 20.8* NA-NOT AVAILABLE							
8	WCAU	10/30/12-11/04/12	11-1135P M-F LATE NEWS	11P-1135P	------F----	:30	$2,400.00	NM
Ⓜ	MG for 20.7 11/03							

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10/30/12 - 11/06/12	Political	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATI	10/26/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 21	WCAU LUR	11/05/12	11/05/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M------	:30	1	$200.00	NM	1	$200.00
N 22	WCAU LUR	11/05/12	11/05/12	6A-7A M-F	6A-7A M-F	M------	:30	1	$500.00	NM	1	$500.00
N 23	WCAU CDR	11/05/12	11/05/12	7A-9A TODAY SHOW	7A-9A M-F	M------	:30	1	$1,500.00	NM	1	$1,500.00
N 24	WCAU CDR	11/05/12	11/05/12	3P-4P M-F ELLEN	3P-4P M-F	M------	:30	1	$775.00	NM	1	$775.00
N 25	WCAU CDR	11/05/12	11/05/12	9A-10A TODAY SHOW 2	9A-10A M-F	M------	:30	1	$525.00	NM	1	$525.00
N 26	WCAU LUR	11/05/12	11/05/12	4P-5P NBC10 NEWS	4-5P M-F	M------	:30	1	$400.00	NM	1	$400.00
N 27	WCAU CDR	11/05/12	11/05/12	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F	M------	:30	1	$950.00	NM	1	$950.00
N 28	WCAU CDR	11/05/12	11/05/12	6P-630P NBC10 NEWS	6P-630P M-F	M------	:30	1	$1,150.00	NM	1	$1,150.00
N 29	WCAU CDR	11/05/12	11/05/12	730P-8P M-F	730P-8P M-F	M------	:30	1	$1,300.00	NM	1	$1,300.00
N 30	WCAU CDR	11/05/12	11/05/12	11-1135P M-F LATE NEWS	11P-1135P	M------	:30	1	$2,400.00	NM	1	$2,400.00
								Totals			69	$56,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/06/12	69	$56,250.00	$47,812.50
Totals	69	$56,250.00	$47,812.50

Signature: ______________________ **Date:** ______________

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